

Portland Downtown Board of Directors
Board Meeting minutes
Thursday February 16, 2017
549 Congress St



Present: Kim Volk, Josh Benthien, Ken Cianchette (on phone), Anastasia Contos (on phone), Phil Haughey (on phone), Denine Leeman, Brad McCurtain (on phone), Trish McLellan, Greg Mitchell, Suzie Rephan, Alen Saric, Penny St. Louis, Erik Urbanek, Matt Veith, Robyn Violette

Guest: City Councilor Belinda Ray

Excused: Sarah Martin, Mike McDonald, David Packard

Staff: Casey Gilbert, Taffy Eaton

Minute 1.

1. Kim called the meeting to order, welcomed everyone and asked for introductions
2. Belinda Ray, District 1 Councilor: Belinda talked about the 3 major areas she will work on as chair of the DHHS Committee. Meetings are at 5:30 in City Hall, Room 209:
 - a) The Noise Ordinance in Portland. Initial discussions around noise in the city will take place at the March 28th meeting. She would love to have a rep from Portland Downtown there. The public hearing on noise is on April 11th. If they are ready, staff recommendations will be brought to the May 9th meeting. Deliberation and voting will take place on May 23rd. Casey will attend and invite other board members. Casey thanked Belinda for her newsletter.
 - b) Shelters: create more shelter zones in the city, if they can move zoning forward. For a zone map, go to portlandmaine.gov, Health & Human Services Committee, find the packet for the last meeting. Currently shelters are only allowed in the B3 zone. There is a proposal to make a conditional use shelter in other zones in the city.
 - c) Opioid crisis: there is great work already being done but more funding is needed. The City is interested in making more financial contributions to the Greater Portland Addiction Collaboration and to Milestone Foundation. Casey spoke about the over \$10,000 Shop for A Cause Day merchant donation made to Milestone Foundation and Portland Downtown's annual \$5,000 annual contribution.

Additionally, Belinda spoke about the Panhandling Pilot Program about to be unveiled to potentially employ the homeless at minimum wage plus meals. The program will be presented at the March 28th DHHS committee meeting. Kim asked the Committee Chairs to give Belinda an overview of their committees' work:

- Ken and Suzie overviewed the work of the Panhandling Ad hoc Committees' work thus far
- Suzie said that from the Merchants perspective, street vendors are a warm weather problem. It has been discussed at the Merchant Committee in depth.
- Josh described the District & Community Services Committees' work – graffiti issues, trees (working with city arborist Jeff Tarling and Steve Earley in Public Works), Supplemental Services Agreement updating, informing capital campaigns in the Public Works department. Rich Bianculli attended the last meeting and will work to reopen the relationship with Learning Works. There is a real desire from property owners to be involved with tree and planter work. The graffiti issue involves who is responsible for removal, public and private. Without Learning Works options, it's difficult to address private building graffiti removal.

- o Alen described the NLOC committees' work. Portland Downtown's Noise Advocacy letter helped restart the City's Sound Ordinance Committee.

Minute 2. Motion to accept

- a) **January 19, 2017 Board meeting minutes:** On a motion made by Denine Leeman, seconded by Suzie Rephan and unanimously adopted,
it was

RESOLVED: That the minutes of the Board Meeting of **January 19, 2017** be and hereby are accepted as proposed.

- b) **January Treasurer's Report:** Erik reviewed his summary report.

- Police Awards sponsorships are meant to cover the costs of the event
- Casey is working with Norton Insurance on getting a 2015/2016 vs 2016/2017 cost comparison. It will be available at the March Executive Committee meeting.
- We need a Certificate of Insurance to submit with the Master Agreement
- Casey addressed Brad's questions about the shift in events – Casey has prepared a full breakdown of events year over year. Casey's goal is to have ALL events at least break even. The Tree Lighting is very difficult to break even on. The benefit of Merry Madness is a ticketed event and we are in the black with this event now. Tracking staff time would result in break even or a deficit. Suzie addressed the impact of Merry Madness on merchants. It's an event that highlights the entire downtown and local merchants, with no outside vendors. In general, the merchants love it. Portland House of Music straddles the Old Port and Congress St merchants, so is a good kick-off location. All Light up Your Holidays events are truly for the benefit of locals. Brad and Casey will continue the discussion offline.

On a motion made by Penny St. Louis, seconded by Josh Benthien and unanimously adopted,
it was

RESOLVED: that the January financial statements and Treasurer's report be and hereby are accepted as presented.

Minute 3. Committee minutes:

The Chair requested acknowledgement of the enclosed committee reports: Events, Merchant, Panhandling, Marketing, District & Community Services, Night Life Oversight, Parking & Transportation

On a motion made by Trish Weimer, seconded by Josh Benthien and unanimously acknowledged following a discussion in which the following points were raised:

- a) Merchant Committee follow-up - Kim confirmed with John Peverada that meters are free after 6pm, Sunday's and legal holidays only.

it was

RESOLVED: That the following Minutes of recent Committee Meetings be and hereby are acknowledged:

- Events Committee (1/4/17)
- Merchant (Retail) Committee (1/5/17)
- Panhandling Ad hoc Committee (1/9/17, 1/19/17, 1/26/17)
- Marketing Committee (1/10/17)
- District & Community Services (1/12/17)
- Night Life Oversight Committee (1/17/17)
- Parking & Transportation Committee (1/25/17)

Minute 4. Other committee Reports:

1. Advocacy:

- a. Parking: Kim gave a brief overview of the status of the Parking Study
 - o MEREDA's breakfast on March 14th: "Parking for Successful Development: Threading the Needle"

Minute 5. Executive Director's update – Casey

- Memorandum of Understanding with the Convention & Visitors Bureau will be discussed under "Other business"
- Green Drinks on February 14th – Portland Downtown was the non-profit partner and will receive \$1,000 from Green Drinks. It was a very successful event with roughly 90% of attendees having never been inside the Custom House. Casey thanked the Board members who volunteered.
- The Board retreat will be discussed under "Other business"
- Casey is meeting with Jon Jennings on February 22nd
- Julie Sullivan will come to the March District & Community Services Committee meeting to address the City's Panhandling Pilot Project

Minute 6. Other business:

- Board Vote: Redlined Changes of the Supplemental Services Agreement before they are sent to the City: Denine distributed the redlines and will send them to the Board via email. Denine is hoping to vote today because the agreement needs to be sent to the City by March 1st. Both the Master Agreement and the Supplemental Services Agreement should be reviewed annually. A motion to accept the redlines was made by Josh Benthien and seconded by Suzie Rephan. The vote was unanimous.
- Committee priorities for remainder of 2017 fiscal year shared by Chairs of Committees:
 - o Suzie reviewed the Merchant Committee goals
 - o NLOC is status quo. Denine and Kim met with Doug Fuss. While he understands the structure, he doesn't like that the committee chair is appointed by the Board Chair. The issue of autonomy is closed and the letter Denine wrote in response to Doug's letter stands. Goals – self policing, safety, recruit more committee meeting attendees to represent more restaurants.
 - o Parking & Transportation – getting feedback on Parking study draft, marketing campaign on Multi Modal study, and focusing on City's new (upcoming) electronic ticketing. The committee remains focused on employee parking especially for lower wage earners.
 - o Marketing Committee – continue educating through social media
 - o Events Committee – grow sponsorships, promote successful events
 - o District & Community Services – panhandling, graffiti, capital improvement project input
 - o Legal – upcoming Board voting, Bylaws work re Board email voting and changing the City's Assessment database year during the election process. Currently we use the prior fiscal years' list. The next committee meeting will be the week of February 27th, at 4:00pm, day to be determined.

Board Retreat – The Board retreat is at the Hyatt on February 28th from 1:00 to 5:00pm, and March 1st from 8:00 – 11:30am. Board members are asked to review the Strategic Plan prior to the meeting. By a show of hands, most Board members plan to attend.

- o Tuesday schedule:
 - Opening remarks from Kim and Denine
 - Staff will guide a team building exercise
 - USM Data Innovation Team will talk about aligning outcomes of what we do
 - 5:00pm wrap up
 - Cocktail hour at Glass Bar
- o Wednesday schedule:

- Breakfast served at 8:00
- Lisa White will guide the Strategic Plan discussion
- 11:30am wrap up
- Memorandum of Understanding with Convention & Visitors Bureau for summer 2017: Casey –
 - A second draft will be shared with the Board in Google docs. The Legal Affairs Committee will review it and do a scope of work.
 - We have \$12,000 in the budget for the Guide program and Casey will reserve \$2,000 of that for cruise ship season.
 - Kim would like acknowledgement of how to proceed. Go forward with concept? Denine made a motion to move forward with the concept of pursuing a joint venture with the CVB contingent on the MOU to include some legal contract terminology. Josh seconded the motion.

Discussion:

- Need to decide on booth hours
- What sort of control would Portland Downtown have on our expectations?
- CVB promotes further than downtown but most visitors are on foot, so tend to mostly stay downtown
- Do we support CVB with other funds? We pay CVB membership fee and take an ad in their guide. The Cruise Consortium is separate.
- This agreement may keep the booth open more hours than in the past
- CVB staffs the jetport, Cruise ship booth and their Ocean Gateway visitor center with volunteers, therefore ensuring high quality of training
- If staffing with volunteers, where is the \$10,000 going? To Chris Ricardo and staff people. Portland Downtown is not using staff time to train and manage guide staff. We should ask CVB for a breakdown of their costs.

There being no further business to come before the Board, Kim asked for a motion to adjourn the meeting.

Respectfully submitted,
Taffy Eaton, Recorder